

social hygiene news



AMERICAN SOCIAL HYGIENE ASSOCIATION

VOL. 34, No. 4

APRIL, 1959

National Social Hygiene Day Observed— April 29, 1959

"Family Strength Is World Strength"



SOCIAL HYGIENE AND SOCIETY

The ideas underlying the theme, "Family Strength Is World Strength," adopted by the American Social Hygiene Association for National Social Hygiene Day, '59, were so well expressed in a speech made by John D. Porterfield, M.D., before the annual meeting of the Ohio Social Hygiene Council that we are pleased to present some excerpts.

Dr. Porterfield is Deputy Surgeon General of the U. S. Public Health Service and an Honorary Life Member of ASHA.

"The 'public health' and 'social hygiene' of our past is as appropriate to the present as the inter-urban trolley line and the hand-wound gramophone."

"Social hygiene, which formerly and

successfully focused on the disreputable elements of the community, now finds itself with the greater challenge of a social ferment whose efforts impinge on all classes."

"The core objective of ASHA when founded in the early 1900's was 'to promote those conditions of life, environment and personal conduct which best protect the family as a social institution.'"

"The Association and its affiliates may be proud of their participation in the effort which has reduced the venereal diseases from one of the major scourges of our nation to a problem which, although still severe, can be faced without panic. And this is certainly in a very real sense an accomplishment which protects the family as a social institution."

"Even if we were to achieve entire freedom from venereal disease, we would still, as social hygienists, be as much concerned as ever with the protection of the family in our modern maelstrom, subjected to the ever-increasing complexities of our technological environment as well as the protean manifestations of our biological drives and be moved to take action against those manifestations which have negative social values and which are destructive of the family's purpose."

"Even more important, we should take more pains to recognize those positive and germinal forces which may nurture the forward moving family life of the future. The crusade against venereal disease has had important and indirect effects on family life. Its success helps to focus attention on other family problems, inimical to the healthy growth of the family."

"One of these is the legislation initi-

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ASHA wants to thank the many Governors who have proclaimed April 29, 1959, as National Social Hygiene Day in their state. The following is a sample Proclamation which was issued by Steve McNichols, Governor of the State of Colorado:

— PROCLAMATION — SOCIAL HYGIENE DAY April 29, 1959

WHEREAS, family breakdown is among America's most serious social problems and broken homes, delinquency and emotional and mental illness have created a national emergency; and

WHEREAS, the theme for Social Hygiene Day, 1959, is "Family Strength Is World Strength," emphasizes the importance of the stable family unit as a prime source of individual, community and world strength; and

WHEREAS, the tempo of today's space age has added to the tensions and pressures which converge on and threaten the solidarity of the family; and

WHEREAS, it is the concern of social hygiene to help to reduce the problems resulting from these tensions and pressures, to work toward strengthening families through education for personal and family life.

NOW, THEREFORE, I, Steve McNichols, Governor of Colorado, do hereby proclaim April 29, 1959, to be

SOCIAL HYGIENE DAY
in Colorado, and urge our citizens to mark its observance and to invest their talents and energy in programs designed to remove obstacles to fine family living and to strengthen the fabric of family life.

GIVEN under my hand and the Executive Seal of Colorado, this Thirteenth Day of April, A.D., 1959.

Steve McNichols, Governor

ASHA Cites Private Physician Vital In Venereal Disease Control

"VD in the United States will never be controlled independent of the private physician," stated Dr. William Fleming, Chairman of the Department of Preventive Medicine at the University of North Carolina, and an American Social Hygiene Association Board member in an appearance before the House Appropriations Sub-Committee on Labor-Health, Education and Welfare in April.

Calling for an added million dollars for VD control to be used in a 10-state private physician demonstration project, Dr. Fleming cited the Georgia pilot survey as proof of the overwhelming value of cooperation between private physicians and local and state health departments. This survey was recently reported in the 6th Annual VD Control Joint Statement issued by the Association of State and Territorial Health Officers, the American Venereal Disease Association and the American Social Hygiene Association.

"Between 1953 and 1955, private physicians in Georgia had reported a total of 664 cases of syphilis," Dr. Fleming pointed out. "In 1956," he said, "the state introduced a private physician reporting program based on three principles: personal contact with physicians; a reporting form that made sense and, most important, that required practically none of the busy physician's time; and special service at every contact point in order to make the plan work. The almost unprecedented result was that, between 1956 and 1958, Georgia's physicians reported 6,940, or well over half of all the state's cases."

Fleming added that, "These Georgia data show conclusively that private physicians are willing to cooperate and that when they do the control effort becomes tremendously more important." He further stated that, "Having this knowledge, future small-scale projects would, in effect, be wasting public money."

"We, therefore," he continued, "recommend that the Public Health Service be provided funds to initiate a 10-state demonstration in which trained personnel would bring the necessary services to the physician. This could be done for approximately one million dollars in addition to the \$5.8 million recommended by ASHA, AVDA and ASTHO as minimal for fiscal 1960."

Dr. Fleming suggested that the ad-

ditional million dollars would provide personnel and travel. He said that estimates of number of personnel would vary with the states involved, but that approximately 125 persons would be needed to do contact work, interviewing and investigation.

Dr. Fleming explained that the project required substantial coverage to be large enough to make significant impact on VD control in the United States in a single year. He added that no specific states are suggested, but that those chosen should have a real venereal disease problem, a stable program capable of expanding into the private physician area, and that the Health Department and staff should have sufficient interest in the project, its need and value.

T. Lefoy Richman, Associate Executive Director of the American Social Hygiene Association, told the committee that ASHA strenuously opposes the Administration's budget recommendation that the allocation be lowered to 4.7 million for fiscal 1960.

"After the President's budget was released," Mr. Richman said, "the American Social Hygiene Association polled all the states to discover whether losses sustained in the reduced budget could be made up locally. The answers were almost completely negative. Only three of the 47 states which responded replied that they could make up losses without impairment to program."

"States, territories and cities are conducting their VD control programs currently with assistance from a total Federal grant allocation of \$2.4 million on a \$5.4 million total budget," Mr. Richman said, "which will not even begin to do the job."

"VD is still a major health hazard," he continued. "Since the Joint Statement was published, additional information on infectious syphilis has been made available by state and local health departments, and it shows a 15.2 per cent increase in primary and secondary syphilis for the last six months of '58, as compared with the last six months of '57. These rates show almost the same rate of increase in white and non-white; or 15.1 per cent in the white group and 15.2 per cent in the non-white. In the same two periods, gonorrhea has increased 11.1 per cent—14.8 per cent in the white and 10.2 per cent in non-white. There is no tendency to pinpoint these

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ated through the Social Hygiene movement, for premarital and prenatal physical examinations."

"While the present procedure for such examinations is focused chiefly on syphilis, nothing could be more demonstrably related to the protection of the family than the ascertainment of health status and the correction of ill-health at the times of marriage and pregnancy."

"Social hygiene is working on another specific area with promise of at least incremental progress: juvenile delinquency. This term, which includes inappropriate sexual acts and illegitimacy, as well as a variety of other expressions of individual maladjustment, stems in great part from serious imperfections in family life. It also tends to perpetuate and intensify these imperfections for future generations. It is therefore a most important area for those concerned with family health."

"We can, as laymen, find our belief in the family on at least two bases: its universality in different guises wherever we find human societies, and its role in the crucial events of each individual life. "The good family" need not be the same for today as it was yesterday, nor should we think that "the good family" of our own particular niche is the good family for everyone in the United States."

"We are sometimes blind to the continued existence of problems simply because they have changed their shape. We have noticed a considerable diminution in the amount of prostitution in most areas where it was formerly part of the community's institutional structure."

"Sexual needs are now being met in part by earlier marriage, as the divorce rate tends to show. This solution is necessarily an uneasy one for its practitioners because they have to struggle with the results of an immature judgment and their deeply cherished romantic ideology of a till-death-do-us-part marriage."

"Even more complex are the situa-

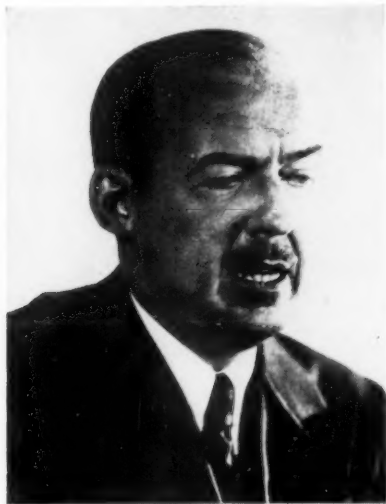
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Social Hygiene NEWS
published by
THE AMERICAN SOCIAL HYGIENE ASSOCIATION
1790 Broadway, New York 19, N. Y.
Philip R. Mather - - - President
Conrad Van Hyning - Executive Director
Mary K. Mangan - - - Editor
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Bruce Gould Named To American Social Hygiene Association Committee

The appointment of Bruce Gould, editor of the *Ladies Home Journal*, as a member of the American Social



Bruce Gould

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tions of those who do not marry early. Paradoxical as it may seem, it is probably those who are incapable of subconscious adaptation to current mores who swell the ranks of unmarried mothers and provide the mental health crises which attend lack of social integration during the profound emotional metamorphosis of adolescence and early adulthood."

"If there were in the community some institutional channel through which these life enhancing linkages could be affected, I conceive that another incremental contribution could be made toward the strengthening of family life."

"Would it not add further and distinguished laurels to the Social Hygiene movement in our country if those participating in social engineering for the protection of the family were to attempt to take the two liabilities of deprived youth and age and, by their balanced use, attempt to create a new asset—an asset which would also give new dimensions to the family and its greater mission in the future."

Dr. Porterfields complete and stimulating address will soon be made available in pamphlet form through the American Social Hygiene Association.

Hygiene Association's Research Committee on Adolescent Behavior was announced by Conrad Van Hyning, ASHA Executive Director.

"Mr. Gould's long and continuing interest in the problems of the adolescent and his pioneering work in bringing those problems to print make him a vital addition to a distinguished committee," Mr. Van Hyning said.

A graduate of the University of Iowa, Mr. Gould has worked as a reporter for the *Des Moines Tribune* and the *New York Sun*. He joined the staff of the *New York Evening Post* in 1924, where he worked for seven years as reporter, aviation editor and daily book critic. He became associate editor of the *Saturday Evening Post* in 1934; and in 1935 he became editor with his wife, Beatrice Blackmar Gould, of the *Ladies Home Journal*.

The American Social Hygiene Research project is an investigation of the social, cultural and personality factors underlying adolescent patterns of sex behavior and the intimate relationship between such behavior and exposure to the venereal diseases.

NATIONAL SOCIAL WELFARE ASSEMBLY MEETS IN NEW YORK

Current issues in federal social welfare programs and the marshalling of resources for today's social welfare needs were the two major topics discussed in depth at the Assembly's Annual Spring Meeting, April 13, at the Biltmore Hotel, New York City.

CONFERENCE ON WORLD HEALTH TO MEET

The Second National Conference on World Health will be held at the Statler Hotel in Washington, D. C., May 7, 8, 9, under the chairmanship of Dr. Milton S. Eisenhower, president of Johns Hopkins University.

Among those scheduled to speak at the Conference is the President of the United States. Arthur S. Fleming, Secretary of Health, Education and Welfare, and Dr. Leroy E. Burney, Surgeon General of the U. S. Public Health Service, as well as national leaders in public health, medicine, science and industry will also participate as speakers or discussion leaders.

ASHA will be represented by Mrs. Josephine V. Tuller, director of the International Division, and Mrs. Aiko Y. Abe, assistant director of IUVD's Regional Office for the Americas.

HOTEL ASSOCIATION WORKS TO MINIMIZE PROSTITUTION

At a recent meeting of the San Antonio Hotel Association, problems relating to the repression of prostitution, homosexuality, thefts and larceny in hotels and motels were discussed with special guests, Major Arthur Jackson, Area Provost Marshal; his assistant, Captain Luther K. Duffield, and Captain R. D. Allen of the San Antonio Police Department Vice Squad.

The following recommendations were made and approved by the San Antonio Hotel Association:

1. A list of all room clerks, elevator operators, bellhops and maids will be furnished the Vice Squad, San Antonio Police Department, in order that they may maintain a check on police records, if any, of such employee.

2. All personnel hired by the hotels will be checked through the Police Department prior to employment.

3. Names of all personnel discharged from hotels will be turned over to the Police Department, together with reasons for discharge, to prevent their reemployment by other hotels.

4. Members of the hotel association will endeavor to secure the cooperation of non-member hotels and motels in improving their standards by removing undesirable employees or guests.

The Provost Marshal called this a big step forward and said that these recommendations, if properly carried out, would not only improve the reputation and standards of hotels and motels in San Antonio, but would also reduce the number of thefts and cases of prostitution occurring there.

Private Physician (Cont.)

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increases in any geographical area—all show increases.

With these and other facts before us such as inadequately covered areas, increases in VD among younger age groups, the very clearly demonstrated need for more active participation of the private physician in VD control, and the obvious fact that we are bringing to diagnosis and treatment not more than one-fourth of the cases of infectious VD, we cannot recommend less than \$5.8 million as a bare minimum for VD control in fiscal 1960, and most strongly recommend an additional million for the private physician demonstration project."

APRIL, 1959

AF

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Social Hygiene News AMERICAN SOCIAL HYGIENE ASSOCIATION

NOTICE OF ANNUAL MEETING OF MEMBERS OF THE AMERICAN SOCIAL HYGIENE ASSOCIATION, INC.

"To all members of the American Social Hygiene Association, Inc.:

"The forty-fifth Annual Meeting of the American Social Hygiene Association, Inc., a corporation organized under the membership corporations' law of New York State, will be held at 3:00 P. M., May 11th, in Vanderbilt Rooms 2, 3 and 4 of the Hotel Roosevelt. The purposes of said meeting are to elect the Directors and Officers of the corporation and to transact such other business as may properly come before the meeting."

"Family Strength Is World Strength"

EDITORIAL

The gap between "family strength" and "world strength" seems at first glance too wide to bridge, even in a slogan. Yet the gap must be bridged, for the relationship between the two is real.

Concern about strengthening family life is also real. Serious flaws in family life weaken a country's social fabric. Weak or severely disturbed families breed unstable children who grow into unstable adults. Never before in the history of the world has there been a greater need for a stalwart, stable and mature citizenry. Only intelligent, aware and responsible individuals will be able to meet the increasing demands of national and world citizenship. But such citi-

zens must be reared in homes by families, and this we too often fail to recognize as having primary significance.

While seven young test pilots have been named to ride the nation's first manned satellite into space, millions of earthbound families struggle to adapt themselves to a swiftly changing world which no one understands too well.

The American Social Hygiene Association's historic and growing concern for the well-being of families and their individual members continues to express itself on the local, national and international level. The ASHA's slogan, "The American Home, the American Hope," may well become "The World Home, the World Hope."

VENEREAL DISEASE STRAIN MAY BE STAGING COMEBACK

Writing in the Journal of the American Medical Association, Dr. Ernst Epstein, former captain in the Army Medical Corps in Korea, stated that the causative bacterium of gonorrhea is developing a resistance to therapeutic penicillin injections. He reported 20 per cent failures among 146 service men in Korea treated with penicillin for the condition last year.

Dr. Epstein said, "From the clinical standpoint, the emergence of penicillin-resistant strains of gonorrhea has grave significance. No longer can acute gonorrhea be considered light-heartedly as a disease with a certain cure and less disability than the common cold."

He discarded reinfection as a factor in the high percentage of failures, saying all patients were restricted to Army compounds for two weeks and carefully questioned.

The physician noted reports of penicillin failures have cropped up in other places and said: "It is probably only a matter of time until penicillin resistance will be met on an increasing scale all over the world."

Dr. Epstein said that divided doses of other broad-spectrum antibiotics not infrequently failed to cure when penicillin treatments failed. Looking into the future, he said:

"Careful and prolonged studies will be necessary. In all likelihood various types of 'provocative' (like the Wassermann) tests will again have to be performed to ascertain a cure."

